

La globalización, el impacto para México y las economías emergentes

Globalization, the impact on Mexico and emerging economies

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Resumen

La globalización de la economía ha implicado una convergencia de modelos socio-económicos nacionales para la mayor parte de los analistas. De esta manera, a pesar de que la economía liberal de mercado de Estados Unidos y de otros países anglosajones es solo una de las “variantes del capitalismo”, hay la tendencia a debilitar el modelo de los países con “economías de mercado coordinadas”, como Alemania y los países nórdicos. (Bizberg, 2007)

Asimismo, la globalización no solo ha traído grandes cambios en los sistemas económico, financiero y político del mundo, sino también ha acarreado grandes consecuencias a la educación y en particular a la educación superior; esto porque como se ha demostrado en los mercados, son un referente obligado para la creación de la innovación y particularmente la tecnología, lo cual nos permite generar valor a la producción. Por lo tanto, América Latina y en especial México deben redefinir la dirección de su educación superior a fin de mejorarla y equipararla con los estándares internacionales en competitividad.

Palabras clave: globalización, economías emergentes, educación superior, investigación, tecnología, internacionalización.

Abstract

The economic globalization has meant a convergence of national socio-economic models for most analysts. Thus, while the market of the United States and other Anglo-Saxon countries liberal economy is just one of "variants of capitalism", there is the tendency to weaken the model of countries with "Coordinated Market Economy", as Germany and the Nordic countries (Bizberg, 2007).

Also, not only globalization has brought great changes in the world economic, financial and political systems, but has also resulted in far-reaching education and in particular to higher education; this because as has been demonstrated in the markets, are an obligatory reference for the creation of the innovation, and particularly technology, which allows us to add value to the production. Therefore, Latin America and especially in Mexico must redefine the direction of higher education in order to improve it and parity with international standards on competitiveness.

Key Words: globalization, emerging economies, higher education, research, technology, internationalization.

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Globalization, the impact on Mexico and emerging economies

For most analysts, the globalization of the economy has meant a convergence of national socio-economic models. Thus, while the market of the United States and other AngloSaxon countries liberal economy is just one of "Varieties of Capitalism", there is the tendency to weaken the model of countries with "Coordinated Market Economy", as Germany and the Nordic countries. (Bizberg, 2007)

In this way, the impact of globalization would be a trend among nation States which leads to the predominance of the forces of market and individualism over social solidarity and State Interventionism (also known as Economic Interventionism).

Both Canada and Mexico the main criticism which is made to globalization and NAFTA is that elites have relinquished the control of movements of capital and above social cohesion have become competitiveness their priority to integrate into the international market.

This is crucial for every State and especially for the Canadian who, unlike the American, has based his citizenship and same conception of nation on equality and social cohesion.

In North America, United States imposed its conception of regionalization based on the freedom of markets coupled with the sovereignty of States.

In the European case, on the other hand, countries have been decided by a regulation of the markets and a growing cooperation to establish a supra-national investment and competition law based on the common good.

Mexico could not find a good path for its economic development. Poverty, productive performance, employment and wages and income from most us back to a way of life precarious and unsafe, with a growing amount of unmet needs and smothered capabilities (Lamb, 2012)

The stagnation of the Mexican economy was accurate account, however brief, of his ideas on the ungrateful results of the changes undergone by the political economy of Mexico in the last twenty years of the twentieth century.

Although there is no turning back, growth in the last twenty years compares favorably with the results of previous economic strategy. Between 1950 and 1982, the product grew at an annual rate of 6.5% and per capita income 3%. The comparable figures for the next two decades are nearly 2.4% growth in GDP per capita; the rate of rise of the Mexican product in 1980-2000 is 45% less than that achieved in the United States, five times lower than in China, and about half past two Ireland and Chile. The Mexican transition to the globalized world has not been channeled through the best paths. (Nexos, 2012)

In recent days, Urquidi offered to members of the Centre its latest estimates: based on the important work of Angus Madison (*The World Economy: Historical Statistics*, OECD, Paris, 2003), prepared a table Urquidi, among other things, tells us the following: Mexico's GDP in 1981 was 469 972 million "international" dollars (calculated using the purchasing power parities of national currencies against the dollar). Thereafter, production ranged mostly downward and could only exceed the figure mentioned in 1989, when it reached 491,767 million. In 2000 it was 724 and in 2001 371 million less than was estimated at 722 198 million when the recession started and continued until last year. In turn, output per person recorded further damage: in 1981 international dollars was 6683; in 1989 to 5936 dollars and it was not until 1999 that stood above the initial data: 6877 dollars and 7218 in 2000. In 2001 this indicator dropped to 7089 and do not stop until the early months of this year. (This Country, 2012)

The figures can be discussed, but no trends or basic social content: Mexico could not find a good path to economic development and all the success you want in the fight against poverty, productive performance, employment and wages and income of most of us refer to forms of precarious and insecure life with a growing body of unmet needs and capacities suffocated.

Freedom and development go hand in hand, Amartya Sen has proposed, but there is no way to ensure that this line is given by the fact that international rates we declare today a free and democratic country yesterday.

It can be argued that what is behind all this is the lack of new reforms, from which Mexico has created a kind of myth disguised as modernity.

Then, when they wanted to convert the structural shift towards globalization in fast track to Nirvana, none of this was planned or discussed thoroughly. The reforms reinforce each other and the market, free and globalized, would be responsible for the main thing. But it did not happen and now, just ripped the alternation, we have to ask whether democracy will endure the emptiness of politics and if the state will draw the strength to reconvert a center capable of holding the plurality and disputes without end or channel that they have accompanied its formal release.

The globalization process is started from the fifties, a time when the international economy lays the groundwork for what would be their further development.

If you want to assess how favorable globalization has been to a country, you must carry an objective analysis with a long term perspective in all areas of national life. Urquidi criticized the lack of vision that has characterized Mexico studies and implementation of policies and poor ability to examine the relationship between the global and the national. He noted that Mexico currently has limitations to achieve an advantageous position in globalization; however, you can implement far-reaching policies and readjust institutionally, that is, you need to define a strategy that will enable progress toward sustainable and equitable development.

Apart from the test that was suggested about the book Mexico to globalization, the rapporteur presented some own considerations, he insisted that in Mexico are not perceived or not the implications of globalization are questioned, for example, the country's vulnerability to events It had previously not affected due to its political and economic organization. However, the country must adapt to international developments but without rushing. Mexico, in his view, should not opt for a total opening. We must reflect on the fact that the global affects all national levels and, therefore, a flexible in globalization, trying to get the most benefit possible model is required.

Urquidi said Mexico addressed a shaky strategy, which led to the Free Trade Agreement without necessarily envision encouraging results in various areas of national life. In this regard, he said that no country has been able to participate in the international market without simultaneously develop its domestic market.

In this regard, he see the need to amend the Mexican economic strategy that has particularly neglected since the crisis of 1995-1996- the generation of productive employment and has dropped the purchasing power with negative consequences for the domestic market. The necessary change in direction involves the upgrading of the national core areas such as the role of agriculture, education and productive training, regional development and, especially, the social politics.

"Mexico has entered globalization in the worst way, because the lack of own lending policies and increasingly subjected to the interests of the United States, has not achieved a comprehensive development," said Dr. Alejandro Dabat Latrubesse, researcher at the Institute Economic Research of the UNAM.

The university academic, who is part of Program Globalization, Knowledge and Development from the Mexican perspective (PROGLOCODE) commented that this passive assimilation of globalization and the new productive paradigms established by the knowledge economy, have generated impacts in the country negative social and economic development and hindering national progress.

The doctor of economics research conducted United States, the international crisis and the perspective of knowledge economy. An approach from the Mexican perspective, said the few opportunities for young people have generated a society of despair, in which drug use has become a growing phenomenon.

UNAM researcher emphasized that some of these problems arises from the very nature of the great Mexican company, rather than innovate in technology and create national supply chains, investing abroad.

Mexican entrepreneurs are considerably globalized invest everywhere, create companies, traveling around the world and are fully incorporated into the new hedonistic society at the expense of productive investment, which prevents the country go up.

What is happening in China it is known as scaling up, ie, has used the entry of new technologies to go up and compete with countries on end. This has been done on the basis of a massive mobilization of the population to generate learning.

Although Mexico can not help but relate to the United States by land, historical, economic and demographic reasons, it can improve its political mechanisms to take away from the northern neighbor and diversify their relations with China, India and South America and following his example, You can strengthen the role of government, public institutions and social inclusion of its population. (Dabat, 2012)

In that sense, he said, the UNAM plays an important role in the generation of these changes, it can build awareness in the community on national issues, seeking learning successful experiences of other countries to find optimal solutions.

Globalization can be seen from two different perspectives. The first "part of the idea of sovereign states acting in prime form from the political sphere and military-and who are increasingly interdependent and international coordination between them." The second main feature proposes an identified with territorial divisions-states governing globalization processes-not economic strength. Among its main features are the following. Globalization expresses a converging trend in the political, economic and cultural, as well as the intensification and extension of social relationships through the formation of a network that spans the globe. We should also mention his outstanding role as legitimating liberal democracy.

Globalization has developed the concentration of production, trade, decisions, technological progress and wealth in a few countries and a few hundred companies. This has negative repercussions, since the creation of "new poor" and the mass migration of people from developing countries, to the increase in crime and discriminatory and xenophobic feelings. In addition, the marginalization of poor countries and regions is accentuated by the sharp decrease in foreign investment and technology transfer.

Mexico globalization has also brought consequences in politics, economic social and cultural areas. In economic, for example, because the face of new competition rules companies are called to "seek ways to increase their comparative advantages", the first lines of action that have been taken have been reducing wage levels, changing the rules of the labor market, reducing the tax burden for investors and producers, and increase to consumers. Reform the income tax administration of Salinas de Gortari was also aimed at "substantially reduce tax rates to businesses and individuals" and to achieve the goal without wasting resources was necessary to broaden the tax base.

To do this several changes were made to the forms of log and audit taxpayers, such as the modernization and updating databases; establishing audits of a significant proportion of taxpayers (10%), through random sampling; the obligation to issue receipts ... well foliated promoted penalty tax crimes, which until then was virtually nonexistent. Reform also forced companies to pay 2% of the value of its assets, as quite hurt small business and generated much disagreement. But financial globalization has been a recent phenomenon of globalization, which has been worst hit the Mexican economy, because that causes the expansion of the vulnerability of the poor and indebted countries to rely increasingly volatile foreign capital with

which is very difficult to renegotiate debts, because of its high degree of dispersion and fragmentation. (Bejar, 2012)

Culturally, globalization could "move aside for the multicultural Mexico, while retaining the current state of economic and social marginalization" (first hypothesis), or affect ethnic communities in two opposite ways (second hypothesis). The first provides for the disintegration and / or dissolution of different cultures, either through the dispossession of their territories or by increasing urban migration. The second predicts the reintegration process of modernization "from the creative incorporation of innovation and selective, economic and cultural change, from the logic of his own identity." (Bejar, 2012)

Politically, globalization affects mainly causing new challenges to the concept of sovereignty and new and greater external pressures that radically alter the nation states.

The process called "disengagement" is inevitable for many countries and regions. It is unthinkable that everyone can enter the capitalist paradise. But the fundamental thing to consider is that amoral feature with the results of free economies. Are they justified? What value and importance now have solidarity between the parts of a rather heterogeneous collection? What influence could have the lessons that emerge from the brutal game in the immediate sphere of our personal relationships? Go to the obvious moral is cruel, selfish and indifferent as nature itself, and go to this and to impose its laws on the books in the economy and more reasoned policies of States.

As we approach the end of 2012, the signs are not positive. We live in a turbulent global macroeconomic environment. The countries are trying to find appropriate solutions to the economic crisis and global unemployment is still too high. Although we have seen some positive signs lately, the sovereign debt crisis in Europe has not yet subsided and still consequences for fiscal adjustment in some of the economies of the euro area and to the economic outlook for the markets of the countries development, particularly in Africa, given the strong economic ties that bind them to Europe. And these economic uncertainties continue to cause social unrest and political turmoil that have far-reaching consequences for global security.

Recently, the WTO revised down its forecast for growth in the volume of trade for 2012 to 2.5% versus 3.7% forecast in the spring. It is expected that the exports of developing countries and the Commonwealth of Independent States (CIS) to grow 3.5% and those of developed countries by about 1.5%. These grim prospects reflect the serious consequences of the crisis of European sovereign debt and slowing growth in global production have had on international trade. (WTO, 2012)

The impact of globalization

In the words of Castell, today's globalization is a restructuring of the capitalist system which has been possible "because governments have made a decentralization of markets and businesses have been structured through their networks to work at the global level". This new economy that is changing society, work and intercultural relations, need to education "as an essential factor for equality". (Moran, 2000)

Moreover, we agree with Castell when he says that economic globalization is manifested, among other things, expectations of growth in share prices rather than dividends that the companies generate. (Moran, 2000)

A distinctive feature of globalization it should be noted is the excessive concentration of economic power and the emergence of new oligarchies, as indeed is relative benefit that some "emerging" countries achieved thanks to globalization, because in these countries are living the new capitalist revolution even considering that more than fifty percent of the population in these economies has failed to achieve the industrial revolution.

Immanuel Wallerstein (2008), says that the ideology of neoliberal globalization has been in vogue since the early eighties, nothing new idea in the history of the modern world system. It was rather the very old idea that the world's governments should stop "disturb him" a large, efficient enterprises in their efforts to prevail in the world market. (2)

In the eighties, these ideas were proposed to counter the equally old Keynesian and / or socialist that had prevailed in most countries of the world. Note that both the socialist economies and joint state action is accepted under the gaze of protecting citizens of monopolistic corporations owned by foreigners.

The program of neoliberal globalization took advantage of global stagnation derivative long period of global expansion after the Second World War, which undoubtedly promoted the application of Keynesian theory to capitalist countries and kalekiana theory in socialist countries where the intervention of public policies was necessary and justified.

The Socialists even Keynesian ideas, were to weaken public opinion and political elites gave them. The most dramatic situation was the fall of the Soviet Union in 1991. To this must be added the opening of communist China to capitalism in 1989.

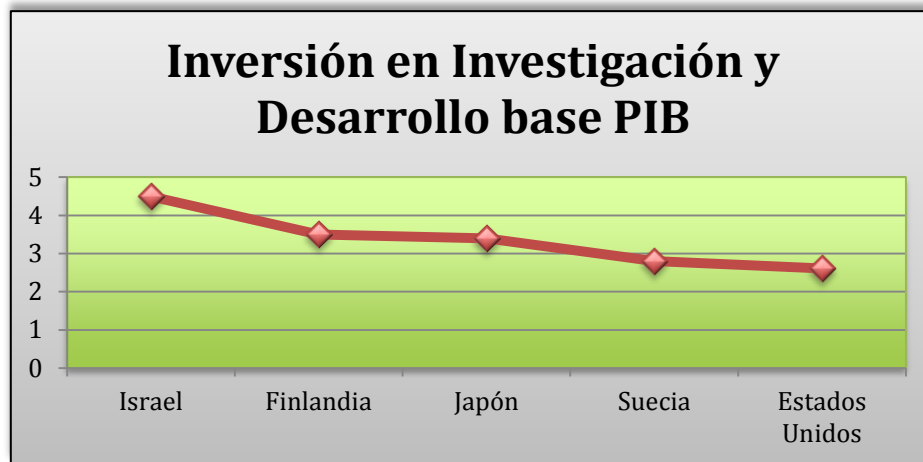
A particular feature of globalization in the early years of the nineties was the economic success through rising stock markets; however, this was not based on profits from the production, but in speculative financial manipulations.

The effervescence of market success soon showed its true face and the falling rate of profit began to be visible in the mid-nineties. So that we can say that neoliberal globalization is characterized by a cyclical swing in the history of the capitalist world economy.

Globalization has meant a transition, in the words of Alain Touraine (1996) of national economies of production, modernization projects were global, national, social and economic time, the necessary adaptation of each country and each company about Global markets increasingly open, more competitive, more numerous with larger segments of supply and demand, technological innovations that invite emerging economies and economic sectors to integrate recently created disappear rapidly.

For countries like ours, the recommendations of the Organisation for Economic Cooperation and Development have insisted on a series of measures that solve urgent problems: increase productivity; create conditions for greater competitiveness in addition to eliminating inflation, reducing the fiscal deficit, increase exports, incorporating new technologies and contribute to their development and thus raise the level of education and research. All of these policy actions are imperative for any country that can deliver to be embedded in the scheme of globalization. All this can be said that the globalization of the market and therefore production directly generates high levels of financial stress.

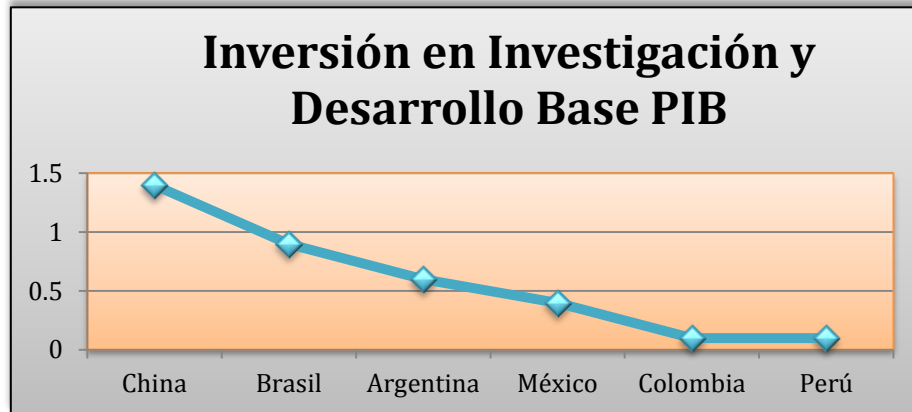
Figure 1



Investigadores científicos y emprendedores mostraron cifras de las Naciones Unidas que indican que Israel es el país que invierte más en investigación y desarrollo a 4.5% del PIB, Finlandia invierte 3.5%, Japón 3.4%, Suecia 2.8% y 2.61% EU.

Based on data of: Oppenheimer, A. (2010). Enough Stories! Latin American obsession with the past and the 12 keys to the future. Mexico: DEBATE.

Figure 2

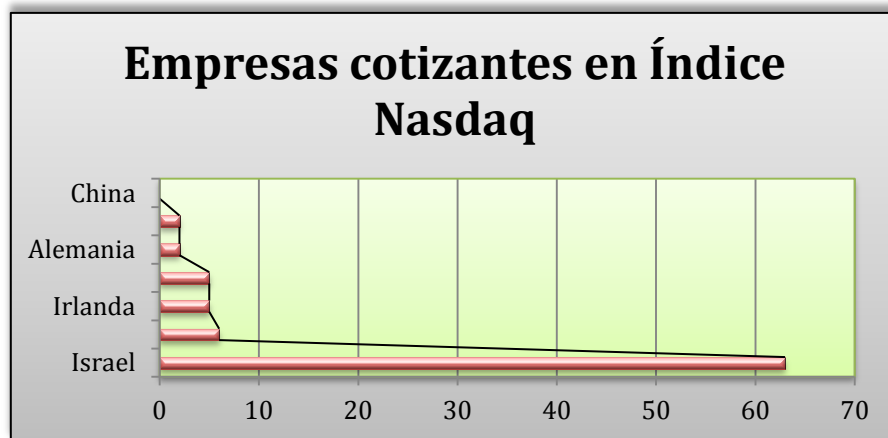


According to a global study by the OECD, China's total investment in R & D equivalent to 1.4% of GDP, Brazil 0.9%, Argentina 0.6%, Mexico 0.4%, Colombia and Peru 0.1%.

Based on data of: Oppenheimer, A. (2010). Enough Stories! Latin American obsession with the past and the 12 keys to the future. Mexico: DEBATE.

This puts us in urgent need to create or strengthen the integration of the most important for any country, such as social actors: technological innovation to be carried out by entrepreneurs, which necessarily involve inter alia a transformation function banking and finance; and administration and public spending and, of course, the education system and especially regarding higher education.

Figure 3



On the Nasdaq index of technology companies on Wall Street, Israel has 63 listed technology companies, while Japan has six, Ireland has five, Britain five two Germany, China and France, two no.

Based on data of: Oppenheimer, A. (2010). Enough Stories! Latin American obsession with the past and the 12 keys to the future. Mexico: DEBATE.

Higher education will be integrated into the new paradigms that, indeed, the education that we must have as its motto the statement Castells: "learning in the information society" and "learning to learn" continuously.

Says Professor Castells that globalization represents a fundamental change in the teacher's task, which can not know everything as of old, so what is is to promote development in whom for is learning and potentiate the ability to learn. So the challenge for higher education and specifically for universities, is preparing for even knowing little to learn everything quickly. Professor strengthens its approach Castell when he says that the student is learning permanently and not only at school age as traditionally conceived, thus reinforcing the idea of lifelong learning. (Tarabini Castellani & Bonal Sarró, 2011)

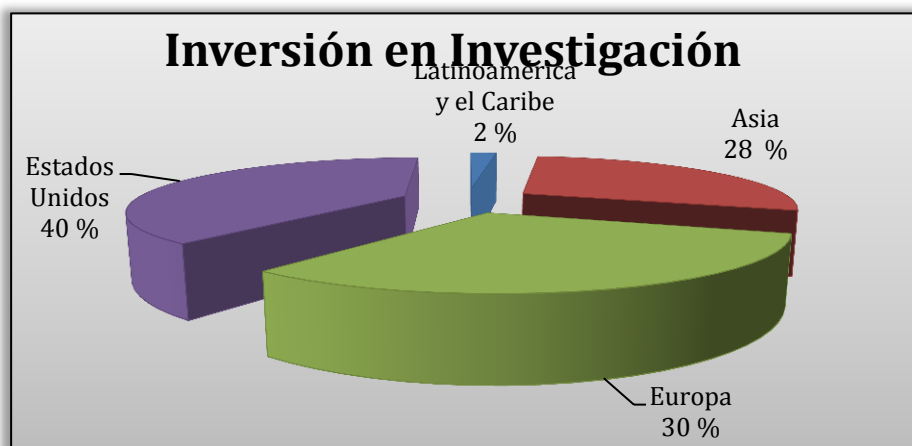
Moreover, the sociologist Manuel Lopez Enguita of the University of Salamanca places special emphasis on the educational content of the curricula at the top level and means that they must progress to move from one application to a work routines, calling this action operational knowledge; and the creation of new routines to new or familiar tasks, scientific knowledge. (Tarabini Castellani & Bonal Sarró, 2011)

We agreed on this position. Changes in production resulting from the adoption of new technologies involve changes in educational programs in the construction of knowledge and, of course, in the training and specialization of teachers who will teach differently and be better prepared. Teachers also today we find new responsibilities, such as educating more solid values that allow us to train our students with a flexible personality, dynamic and integrate the family and society and that, indeed, globalization among other things causes processes of fragmentation and isolation. Today electronic communication is privileged, therefore, children and young people learn outside of school so there are not taught about communication networks.

The public university to globalization

It is clear that the role of the university has been fundamental in Latin America and particularly in Mexico, as it has laid the foundation to build the national project. It is correct to say that education impacts significantly on the economic development of any country; higher education in addition to cultivate knowledge, to promote research and to generate scientific and technological progress of a country, built around a political and cultural ideas and, ultimately, creates and recreates a set of values that are projected through the universities.

Figure 4



Only 2% of world investment in research and development takes place in the Latin American and Caribbean countries. Comparatively, 28% occurs in Asian countries, 30% in Europe and 39% EU.

Based on data of: Oppenheimer, A. (2010). Enough Stories! Latin American obsession with the past and the 12 keys to the future. Mexico: DEBATE.

Therefore, public universities can not be a subject of change if not renewed itself, if it does not become, in turn, in leading object of change.

Challenges for Public University, especially in the current context of globalization and its impact, necessitates the redesign of education policies in our country; for example, the Autonomous University of Puebla to carry out the necessary changes now involve the university community to discuss and propose a new educational model which enables us to prepare professionals equipped with broader knowledge, skills and critical thinking skills and creative. It requires innovate and work in multi-disciplinary environments and with a view to achieving development and social, cultural and economic transformation so cherished by all Mexicans.

Figure 5



As the school year has 243 days in Japan, South Korea 220, 216 in Israel, 200 in the Netherlands and Thailand and 186 in the US, in Latin American countries are usually 166 days; in Uruguay is 155, Argentina 180, 190 Chile, Brazil and Mexico and in some provinces 200 130 days.

Based on data from Oppenheimer, A. (2010). Enough Stories! Latin American obsession with the past and the 12 keys to the future. Mexico: DEBATE.

Thus understand the mission of the university requires us to define and characterize the place and task historically assigned to public universities as this represents the highest level of education. There are multiple positions on the definition and role of the university, although we fully agree on this issue with Alejandro Salcedo Aquino (2009), when defined the University as "representing the highest level of the educational system, whose function is to develop knowledge scientific, humanistic and technical, and to do research tasks are performed; It is where the title evidencing the skills in these fields are obtained; They are the organizations responsible for the advancement of knowledge, which teaches, trains and tests students in various professional and scientific fields. "

Moreover, we share the idea of Béjar Navarro when he states that "both the education system and the scientific, are no strangers to political, economic and personal interests." (Quoted in Béjar Navarro Salcedo Aquino, 2009)

From this perspective, scholars such as Hugo Zemelman highlight: "Education must help forge a national project, a national project," but in the absence of such a project is why ?, how ?, As for globalization actually the general context of globalization puts us, to the following challenges: where will the development of human society by both universities incorporate the epistemological and methodological issues; how to solve the problems facing the globalized societies; how to think how to study reality what is its value, all these challenges must work out how a task for universities. (Salcedo Aquino, 2009).

Moreover, authors like Carlos Tünnermann argue that globalization can be understood as a progressive and controversial process, with a very unequal international division of labor in large geo-economic areas, defined integration frameworks and domain blocks of powers industry and technology, which creates a whole deep inequality gaps. (Salcedo Aquino, 2009)

Thus, the historical mission of public universities will have to be not only assimilate social change, but to create spaces of change, transformation and innovation through the design of an educational model that is constituted with edges of dynamism, flexibility and a proposal assimilate creative economic reality, explain and be able to generate the transform knowledge for future scenarios that society demands information and knowledge.

To achieve this, the Autonomous University of Puebla and in particular our School of Accounting, axiológica should consider training of teachers and students, based on the principles of autonomy, respect, responsibility, discipline, responsibility, sense of solidarity with belonging and identity construction, generation and creation of knowledge that contributes to improving the quality of life of society as a whole of our university community and natural, local and institutional environment.

This forces us to say that the national character of public universities should strengthen civic education whose primary purpose is to inform our students to form critical, proactive and responsible thinking, strengthen its participation as professionals and citizens multidimensional. Our society today more than ever requires university spaces help shape our students and strengthen their sense of belonging in relation to Mexico, building a civic, consistent and co-education. This is necessary to revive the proposal of UNESCO on the four principles that should permeate every educational system: freedom of expression, access to education, universal access to information and respect for cultural and linguistic diversity.

Global trends in higher education for the generation and knowledge creation

Daniel Schugurensky (1998), states that one of the effects of the current processes of globalization has to do with the restructuring of higher education in the contemporary world, as indeed in the first instance globalization has changed the economy and markets significant impacts in reducing and participation of the "welfare state". In globalization, what prevails are the supply and demand of the market and, therefore, the commodification of culture in the universities is reflected in new discourses and practices that emphasize the value of money, the largest range of options The cost-benefit analysis, among others, but above all, to raise the performance indicators and selectivity, as most of the disciplines must prove its value by contributing to the economy.

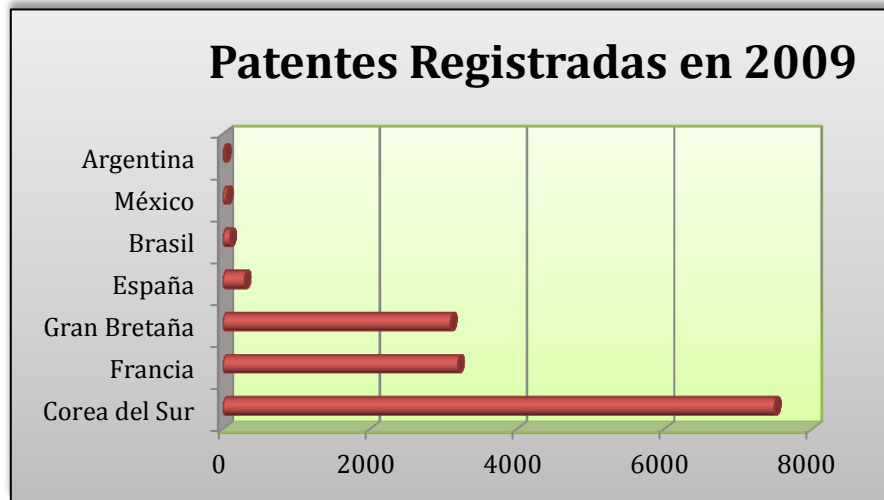
As relates to the Latin American context, Simon Schwartzman (1999) when addressing the Latin American problem facing global trends, he says that higher education should prepare to face the new development trends of globalized economies. Institutions of Higher Education to globalization are under strong pressure to its graduates are more productive, competitive and specialized, so that the university shall efficiently manage their resources more transparent implementation processes, efficientando administrative processes and increasing their results. This will place them in the best condition to be evaluated before the accreditation bodies, as universities have gone from their old schemes of administration and governance, to replace these by new administrative forms in the generation and application of knowledge. However, it notes that the biggest challenge that universities should experience has to do with the content of the curriculum, so that the central question is: what is the best way to offer students content that charge meaning their relevance and quality and even more by applying these in professional and disciplinary area? Then universities will be successful will be those that achieve change, transformation and innovation to its installed capacity, researchers, teachers and students have access to information, communication and exchanges into a genuine multicultural relationship.

To give more meaning to the above took the ideas of Jose Joaquin Brunner: "higher education institutions have to be reformed because if it is true in the past could survive isolated, more than ever its development comes from outside rather than inside ".

Brunner adds that universities may be able to face the challenges that globalization imposes on them, if and only if stronger:

- a) public funding,
- b) seeking to diversify their sources of income,
- c) closer links with business, generating scientific innovation projects that reach not only recognition but fresh resources that represent genuine support for research.

Figure 6



Currently, South Korea is one of the countries patenting more new products in 2008 registered 7,500 patents, while France 3200, 3100 Britain, Spain 300, Brazil 100, Mexico 55 and Argentina 30.

Based on data of: Oppenheimer, A. (2010). Enough Stories! Latin American obsession with the past and the 12 keys to the future. Mexico: DEBATE.

Public universities should approach international foundations to design their administrative policies then in parallel may be known and recognized by those foundations and will be in a position to be supported by them. In addition, universities should emphasize on the agenda include planning and development research topics, advice and consulting for the company as well as offering workshops, lectures and training of the workforce of these, this may contribute to the construction of a real link between the university and the company production, generating additional resources for the development of research and teaching, fundamental tasks of the public university.

It should be noted that the gap between developing countries and industrialized fully with respect to higher-level learning and research is enormous and has widened further with globalization. Therefore, we believe that higher education is an important instrument to promote and achieve more adequate levels in the human and sustainable development, in this connection UNESCO recommends that higher education institutions must be guided by three guiding principles: relevance, quality and internationalization , looking for a strong bond through teaching, research and extension in the workplace.

As expressed so far and derived from analysis of major international organizations such as UNESCO and the OECD itself, we can say that there is a broad agreement on many of the recommendations that these organizations pose to restructure higher education and to meet the market needs and the state. While it is true that some recommendations have been implemented in our country, its implementation has not achieved the best results, so it is

urgent to achieve a higher education that meets better link the needs of businesses, services and society as a whole.

Globalization and education policy

Recognize the importance of globalization processes on the different dimensions of educational policy forces us to explore the theoretical and methodological effects generated by globalization. It is sufficient to mention that since the nineties, governments and international agencies had agreed to define education as a fundamental tool to fight poverty. Therefore, we can infer that education greatly affects income and labor productivity; indeed, it is an effective tool for promoting social cohesion, so that increases the cultural and family capital, as transcendental aspects impacting health and population growth. All these elements together make it an instrument that determines the national development, as expressed Tarabini (2011).

In 2000, the Lisbon Declaration stated that the priority for the European Union for the first decade would "make the Union based on the most competitive and dynamic knowledge in the world, capable of sustainable economic growth economy, with more and better jobs and greater social cohesion. "To achieve this goal stated at the event that was not enough a transformation of the European economy but also, emphatically, modernization of the conception of the welfare state and, in particular, the European educational system. For this three strategic objectives to be permeate throughout the European education system they were proposed:

- a) Improve the quality and efficiency of education and training systems.
- b) facilitating access to the entire education system.
- c) Open the education and training system to the outside world.

This goal, met by the European Union, should be a required reference for Latin America and, in particular, to Mexico. Without pretending to take an apologetic stance on globalization, our education system in the training of professionals must be sufficiently achieved capable of meeting the economic, political, social, scientific and technological challenges posed by globalization.

Because ultimately, beyond the educational model of our country, public universities should contribute to the development and construction of a large economic, political and social project that not only solve technical and production issues, but go further to generate better living conditions of future generations.

Currently some authors argue that "globalization has fueled US dominance in higher education and research, and vice versa."

Ordorika Marginson and identify some of the relevant parameters guiding this influence, derived from the enormous expense during the last sixty years the United States has made in basic and applied research in universities. This has allowed them to grow and strengthen various areas; not forget that scientific research is expensive.

The process of basic research in universities, particularly in the US, has enabled attract students from around the world (the best talent, the most prepared and resourceful) looking for work in research and obtain graduate degrees, especially in the scientific and technological fields.

Therefore, one of the main reasons why other countries intend to copy the education model of US universities has to do with the training of professionals who believe a new innovative workforce, skilled and highly competitive.

So then, Latin America and Mexico in particular seek the transformation and innovation of its universities, modeled on the universities of developed countries. If American and European universities are worthy of being emulated, we take them as role models if we want the public universities of our country achieve truly contribute to our economy to achieve greater competitiveness compared to more developed economies. Notably, the strongest economies like the United States, Japan, Germany and China, develop basic scientific research that results in: international new technologies, new products, new consumption patterns, better educated workforce, and national research projects innovative, thereby obtaining higher profits through economic growth.

In conclusion

The challenge finally to the Autonomous University of Puebla and in particular, to the School of Accounting, will motivate researchers, teachers and students in a fundamental task: to contribute to the idea that science produces knowledge in its most Noble, based on confidence in the experimental science as a tool to discover the secrets of nature, provided that scientific knowledge is linked to a real social context to strengthen the cultural dimension of universities. Indeed, universities will have to motivate researchers, teachers and students to continue with the fundamental task of developing the imagination and knowledge, so that this will translate into a real boost to know that risk in pursuit of uncertainty; those who do science are able to go beyond the limits.

It is not new that the power structures interested in co-opt the scientists and also try to have some control over the direction of research, subject of so much controversy.

Therefore, the main task of the Autonomous University of Puebla should be to use your imagination, creativity, reflection and critical, to transform and innovate. These changes in turn have an impact on the economy, administration and use of resources not only in universities but across the country, emphasizing the strong and competitive education of our graduates, enabling them to enter the labor market in the better conditions and meet the most pressing needs of our society.

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